

Become a supporter of/subscriber to Go Visit Inishowen 2023-24

| What you will get is dependant on the package you choose | Go Visit Inishowen Website listing See page 2 for website visitor Stats | Social Media posting on Facebook, Instagram & Twitter. Provided by Ruth (ex Meta/FB employee) & our new Digital officer. | Whats on Listings on our website & Go Visit Inishowen google page | Trade support provided by Lisa, our new Trade Liaison Officer & Events producer. | Featured in our new Visitor Guide & our new internal digital screen/outside kiosk (funding has been applied for) TBC | In person referrals from our busy tourist office. We also welcome you to leave your brochures/flyers with us (drop in and say hello) | Prices |
|--|--|--|---|--|--|--|-------------------------------------|
| Packages available & Details included in each | <i>New/updated listing</i> | <i>Help with your digital Marketing</i> | <i>We will provide a link so you can share with us all your events all year round. We want to get this working well for everyone (tourists & businesses)</i> | <i>Signposting & help to get Failte Ireland support & other tourism supports that can benefit your business. Developing & delivering new events to bring more visitors to Inishowen which will benefit everyone</i> | <i>A5 full colour brochure to showcase/list our subscribers See below for distribution plan</i> | <i>Open 6 days a week (high season) our well informed staff will signpost people to our supporters</i> | Prices Frozen from last year |
| Gold | Yes | 3 posts by our Digital officer who will create stunning content to showcase your business. Unlimited sharing of your existing posts (just tag us if you want an extra boost) | Yes | Yes (As much help as you need) | Full page | Yes | €400 per year |
| Silver | Yes | 2 posts by our Digital officer who will create content for you and tag you to showcase your business. | Yes | Yes (Signposting & some initial advice/help) | Half page | Yes | €200 per year |

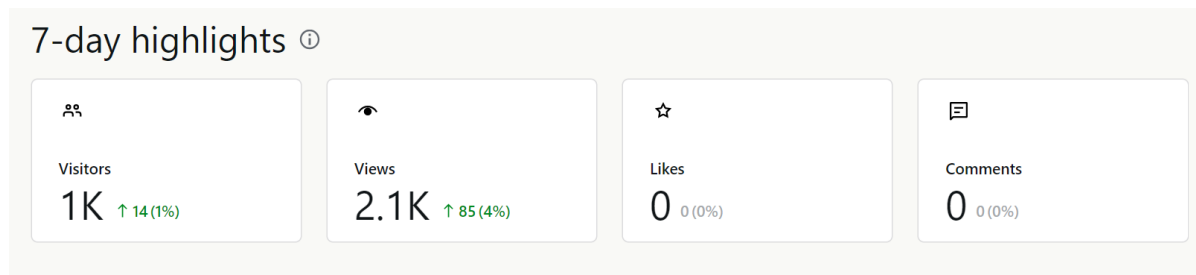
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| | | Unlimited sharing of your existing posts (just tag us if you want an extra boost) | | | | | |
|--------|-----|--|-----|-------------------|-----------------|-----|---------------|
| Bronze | Yes | 1 posts by our Digital officer who will create content for you and tag you to showcase your business. Limited sharing of your existing posts (just tag us if you want an extra boost) | Yes | Yes (Signposting) | Third of a page | Yes | €150 per year |

We do get grant aid toward some of our operating costs. However not 100% of our costs are covered. Choosing to become a supporter/subscriber to Go Visit Inishowen is not only a great opportunity to promote & showcase your business but is also a great support to our organisation.

Go Visit Inishowen website visitors Week beginning 29th May 2023 (1,000 per week)



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Social Media Visitors Week beginning 29th May 2023 (40K + in ONE WEEK on FB/Insta) 6th July reach of 70.2K for 28 days!

Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

31,942 ↑ 58.2%

Instagram reach ⓘ

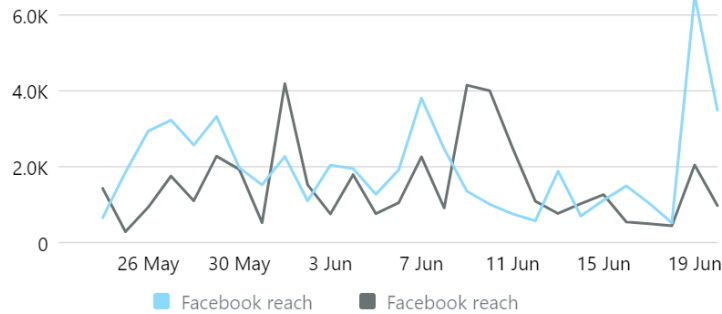
921 ↑ 12.9%

Paid reach ⓘ

0.0%

Daily

Cumulative



08:04

44%



Professional dashboard

Performance ⓘ

Followers: 8,008

Last 28 days

Reach

70.2K +187%
from previous 28 days

Interactions

1.3K +12%
from previous 28 days

Net followers

95 +53%
from previous 28 days

3-second video views

3.5K -38%
from previous 28 days

See More Insights

Visitor Guide Distribution plan

10,000 copies printed and distributed widely in Inishowen for visitors that have come to Inishowen.

We will also distribute to Visit Derry Tourist Office, Tourist Offices across Donegal, Sligo, Galway, Dundalk & Dublin to attract new visitors to our peninsula. We will target and distribute at airports and train/bus stations in these locations also.



An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development

